

UNIVERSITY OF NAMIBIA

FACULTY	AGRICULTURE, ENGINEERING AND NATURAL SCIENCES		
DEPARTMENT	WILDLIFE MANAGEMENT AND TOURISM STUDIES		
SUBJECT	OPERATIONS MANAGEMENT IN TOURISM		
SUBJECT CODE	GHT 3652		
DATE	OCTOBER/NOVEMBER 2022		
DURATION	3 HOURS	MARKS	100

SUPPLEMENTARY EXAMINATION

Examiner: Mr. Jona Heita

External Moderator: Dr. H.H. Bartis (Nelson Mandela University)

This question paper consists of 2 pages including this front page.

Instructions

- 1. Answer all the questions.**
- 2. Number your questions correctly.**

**GHT 3652 OPERATIONS MANAGEMENT IN TOURISM SUPPLEMENTARY
EXAMINATION**

1. Explain the following concepts.
 - (a) Employees empowerment [2]
 - (b) Job motivation [2]

2. Job satisfaction is an important aspects in a working environment. Provide any **three** factors that may influence job satisfaction. Explain how each influences employees' level of job satisfaction. [6]

3. You have been appointed to a position of operations manager at a Non-Governmental Organization that deals with community wildlife conservation in communal conservancies in Namibia. Briefly explain some of the operation processes involved in operations management of this type of organizations. Describe at least **four** operational processes [8]

4. Explain the benefits of good operations management in Namibia's tourism industry to the stakeholders below: Provide **three** points for each.
 - (a) Tourists [6]
 - (b) Staff in a tourism business [6]

5. The Kalahari Tours CC is a new established tour-operator.
 - (a) Describe any **four** job designing approaches that the business can use in order to manage its valuable employees effectively and retain them. [8]
 - (b) Suggest any **four** negative effects of high employees turn-over to the business. [8]

6. Explain any **three** key strategic challenges faced by service operations managers in their day-to-day running of businesses? Also suggest feasible strategies to reduce each challenge. [12]

7. Suggest any **five** reasons why benchmarking can help operations managers improve their businesses' performance. [10]

8. The following questions are related to staff empowerment.
 - (a) Suggest **four** strategies that businesses in the tourism industry can use to empower their employees. [8]
 - (b) State **four** reasons why training should be an important part of staff empowerment strategy in the tourism industry? [8]
 - (c) Describe any **four** advantages of staff empowerment? [8]

9. Describe any **four** principles of quality management that operations managers in the tourism industry need to maintain in order to provide quality services to their customers. [8]

[TOTAL: 100 MARKS]